



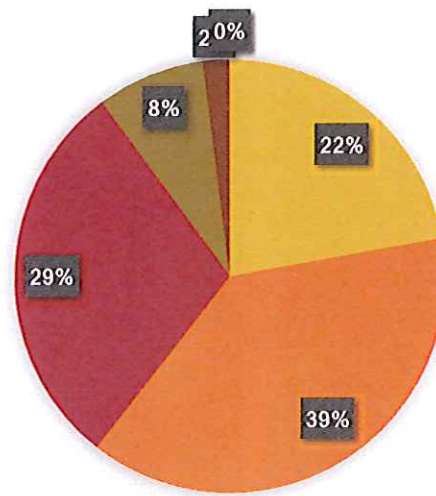
THE CITY OF BEDFORD

Focus Group & Phone Poll Results

Presented By: The Impact Group
320 Respondents (Weighted)



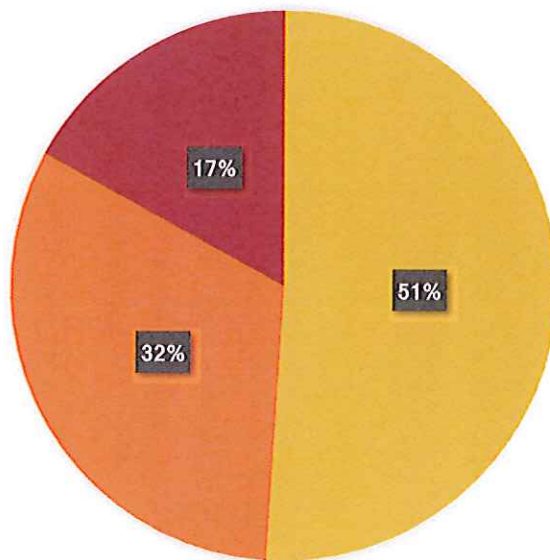
How would you rate the current QUALITY OF LIFE in Bedford?



- Very Good - 22%
- Good - 38%
- OK - 29%
- Poor - 8%
- Very Poor - 2%
- Other - 0%
- Unsure - 0%

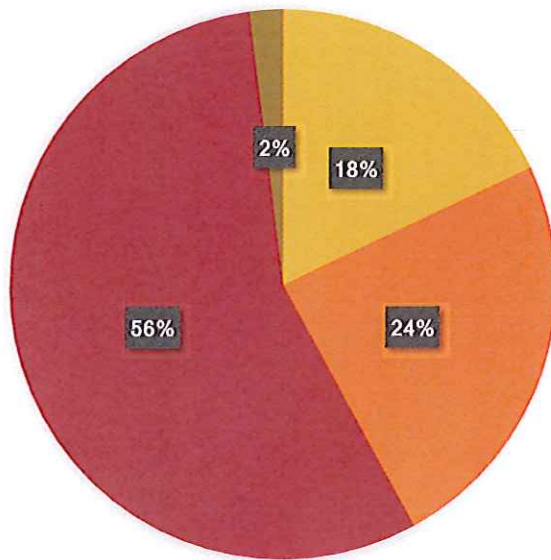


In general, do you feel that Bedford is headed in the right direction or the wrong direction?



- Right Direction - 51%
- Wrong Direction - 32%
- Unsure - 17%

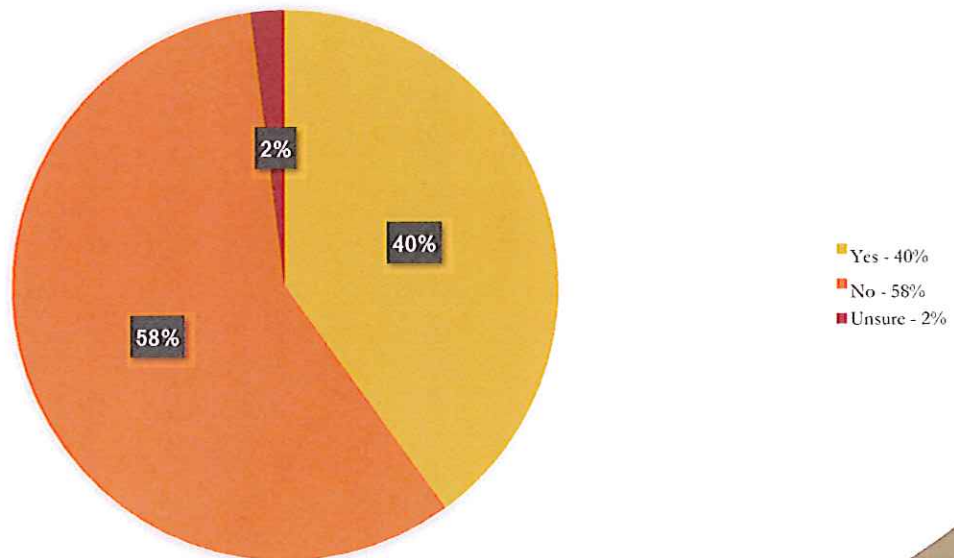
How aware are you that without additional revenue, the city's cash reserves will be depleted in 2017, and the city will be forced to reduce services?



- Very Aware - 18%
- Somewhat Aware - 24%
- Not At All Aware - 56%
- Unsure - 2%

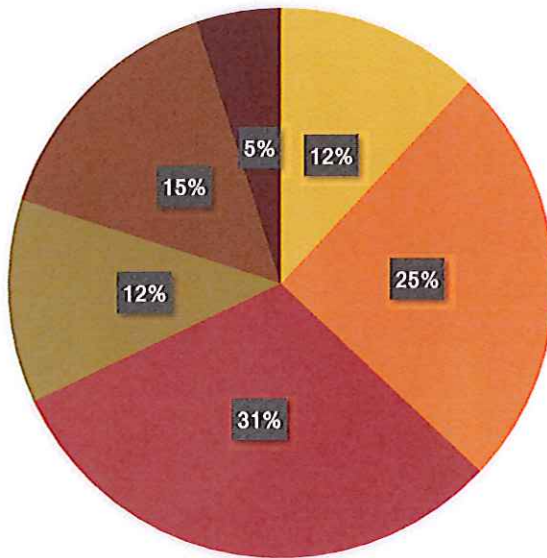


Are you aware that the City of Bedford, in order to maintain present service levels, is considering placing an EARNED INCOME TAX ISSUE before its residents?





If asked today, how supportive would you be of a POINT FIVE PERCENT INCREASE IN INCOME tax, which would cost someone EARNING \$40,000 per year \$12.66 per month?



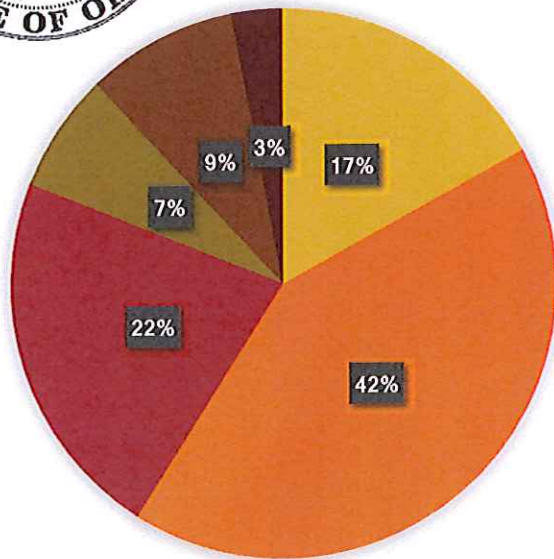
- Very Supportive - 12%
- Supportive - 25%
- Neutral - 31%
- Unsupportive - 12%
- Very Unsupportive - 15%
- Unsure - 5%



The City of Bedford is at a crossroads. A new source of funding is needed in order to maintain the present level of city services. An additional POINT FIVE PERCENT EARNED INCOME TAX is required to maintain current service levels. The POINT FIVE PERCENT would be used to replace revenue losses and cuts in state funding. The following questions will address specific services that may be cut or reduced if additional revenue is not obtained.



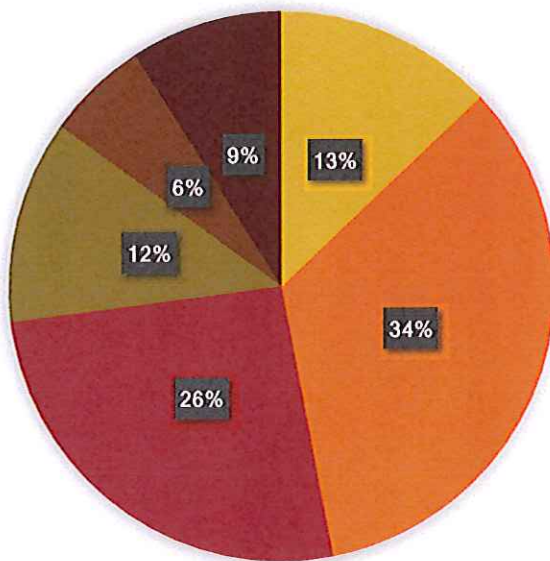
Without additional revenue from a POINT FIVE PERCENT EARNED INCOME TAX increase, the city believes it will be forced to reduce its fire department, by eliminating three fire fighters. This reduction will force us to run one emergency squad instead of two. Knowing this, would it make you...



- Very Supportive - 17%
- Supportive - 42%
- Neutral - 22%
- Unsupportive - 7%
- Very Unsupportive - 9%
- Unsure - 3%



Without additional revenue from a
POINT FIVE PERCENT EARNED INCOME TAX
increase, the city believes it will be forced to close the
municipal swimming pool. Knowing this,
would it make you...

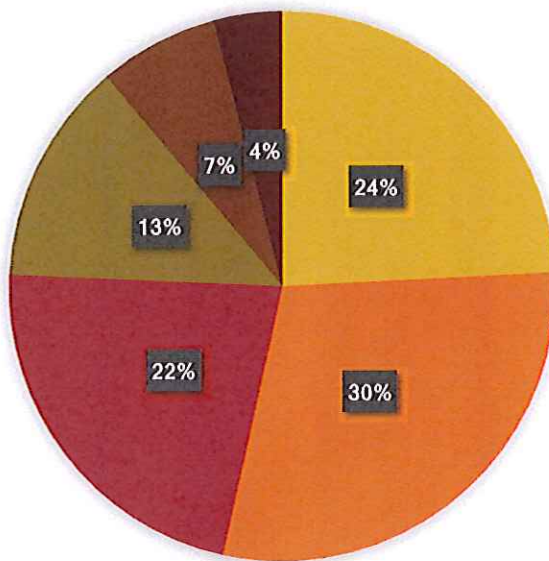


- Very Supportive - 13%
- Supportive - 34%
- Neutral - 26%
- Unsupportive - 12%
- Very Unsupportive - 6%
- Unsure - 9%



Without additional revenue from a
POINT 5 PERCENT EARNED INCOME TAX increase,
the city will reduce funding to the recreation department,
eliminating the senior programs and senior citizen van.

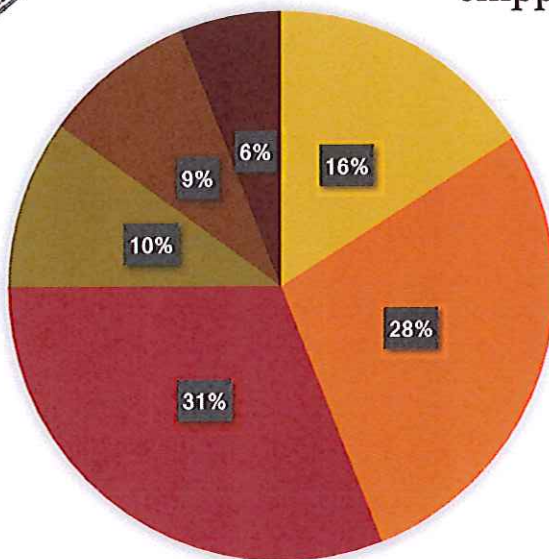
Knowing this,
would it make you...



- Very Supportive - 24%
- Supportive - 29%
- Neutral - 22%
- Unsupportive - 13%
- Very Unsupportive - 7%
- Unsure - 4%



Without additional revenue from a POINT FIVE PERCENT income tax increase, the city will lay off TWO service employees resulting in canceling the chipper and sewer services. Knowing this, would it make you...



- Very Supportive - 16%
- Supportive - 28%
- Neutral - 31%
- Unsupportive - 10%
- Very Unsupportive - 9%
- Unsure - 6%

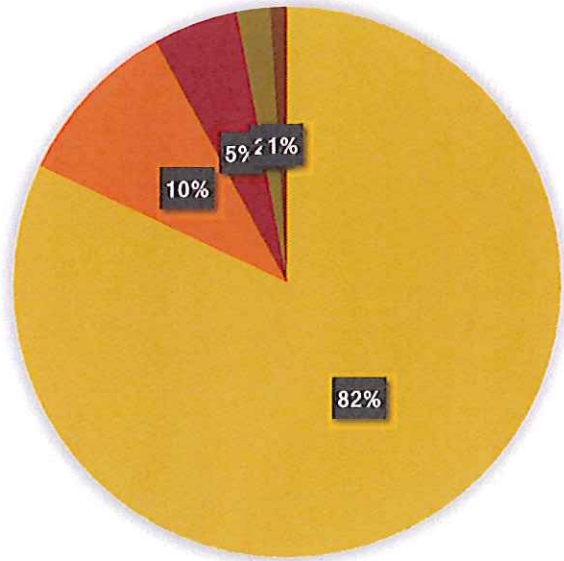


The Next Section Relates to the
Following Question:

If an income tax does not pass, city services must be cut. How important are the following city services to you with FIVE being VERY IMPORTANT and ONE being NOT IMPORTANT AT ALL?



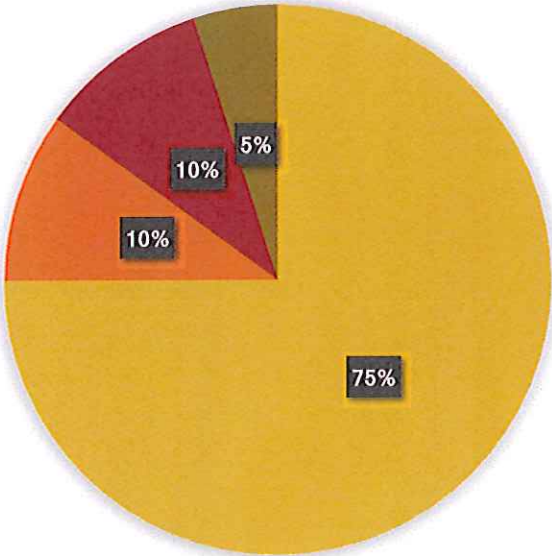
Fire/EMS



- Very Important - 82%
- Important - 10%
- Neutral - 5%
- Somewhat Not Important - 2%
- Not Important At All - 1%



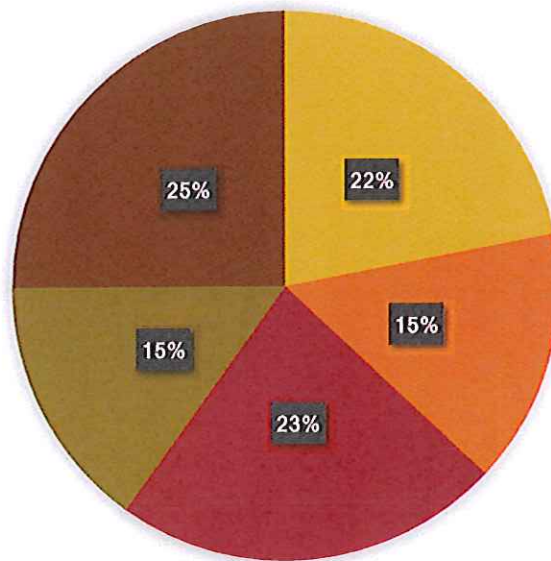
Police Services and Auxiliary Patrols



- Very Important - 75%
- Important - 10%
- Somewhat Important - 10%
- Not Important At All - 5%



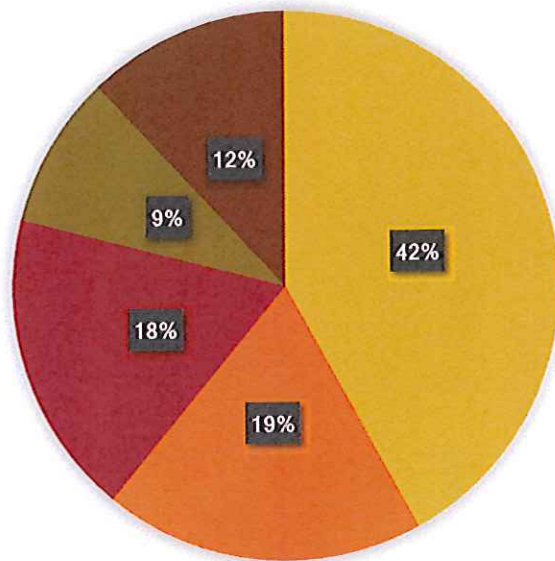
City Swimming Pool



- Very Important - 22%
- Important - 15%
- Somewhat Important - 23%
- Somewhat Not Important - 15%
- Not Important At All - 25%



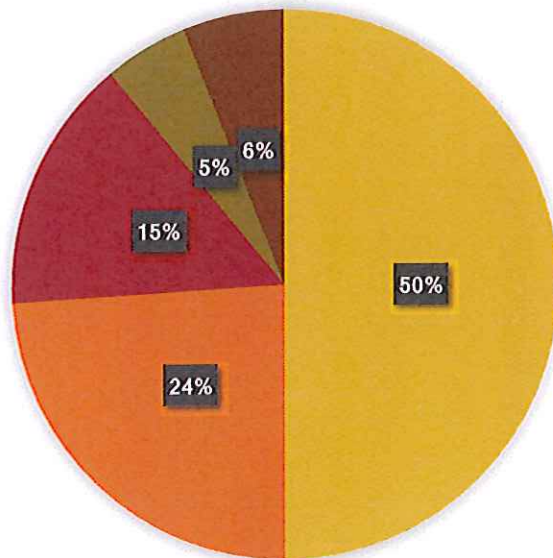
Senior Citizen Programs and Senior Citizen Van



- Very Important - 42%
- Important - 19%
- Somewhat Important - 18%
- Somewhat Not Important - 9%
- Not Important At All - 12%



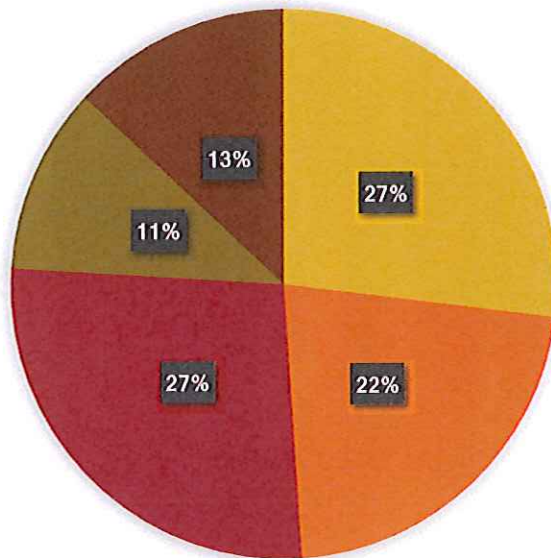
Sewer Services



- Very Important - 50%
- Important - 24%
- Somewhat Important - 15%
- Somewhat Not Important - 5%
- Not Important At All - 6%



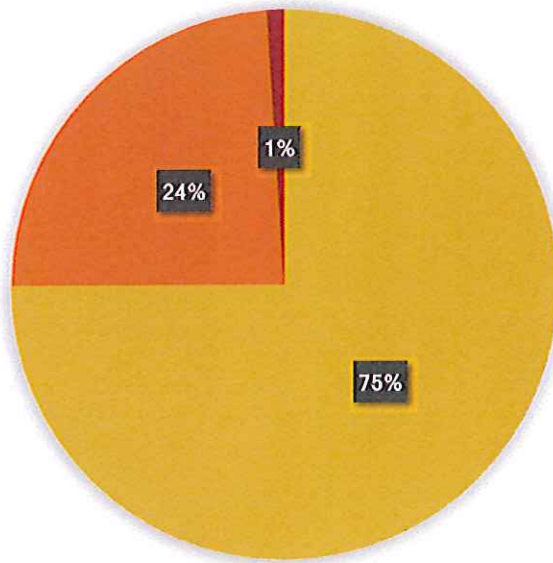
Chipper Services



- Very Important - 27%
- Important - 22%
- Somewhat Important - 27%
- Somewhat Not Important - 11%
- Not Important At All - 13%



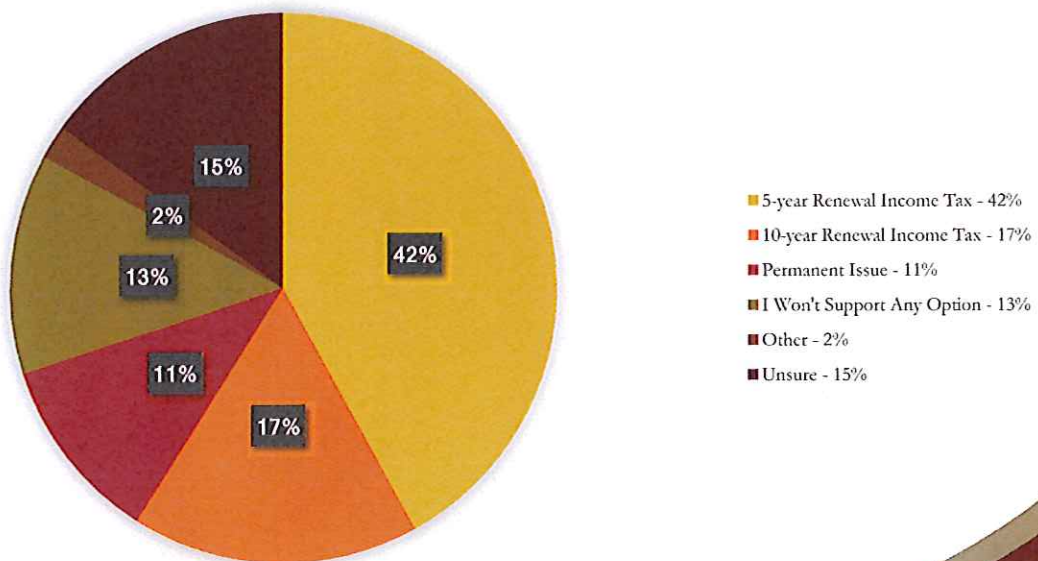
Are you a homeowner?



- Yes - 75%
- No - 24%
- Prefer Not To Answer - 1%

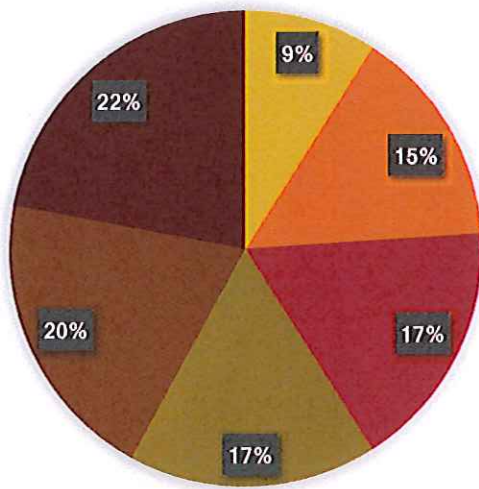


The City of Bedford recognizes that residents can become fatigued by continual renewal efforts. In this light, would you prefer a:





Into what age bracket do you fall?



- 18-24 years - 9%
- 25-34 years - 15%
- 35-44 years - 17%
- 45-54 years - 17%
- 55-64 years - 20%
- 65 or older - 22%



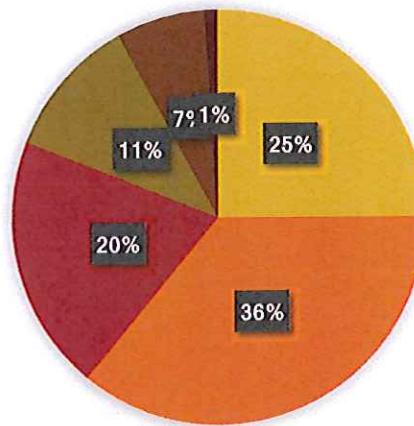
You now know that if new money is not raised, Bedford would be forced to do the following:

Reduce its fire department, by eliminating three fire fighters. This reduction will force us to run one emergency squad instead of two.

Close the municipal swimming pool.

Eliminate the senior programs and senior citizen van, and cancel the chipper and sewer services.

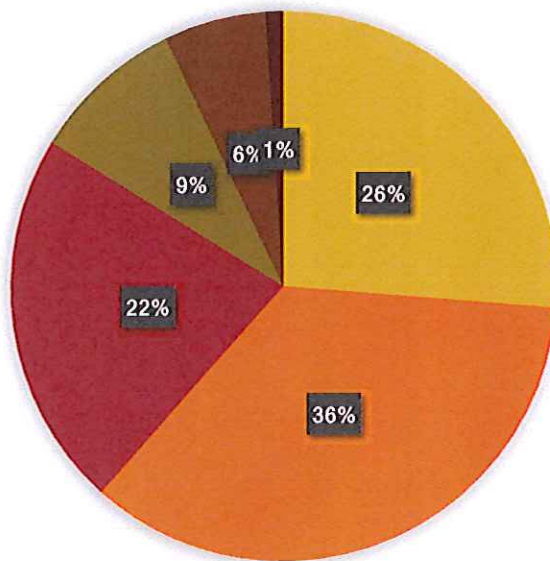
Knowing this, if asked today, to avoid these cuts and maintain current levels of city services, how supportive would you be of a POINT FIVE PERCENT INCOME TAX, which would cost someone EARNING \$40,000 per year \$12.66 per month?



- Very Supportive - 25%
- Supportive - 36%
- Neutral - 20%
- Unsupportive - 11%
- Very Unsupportive - 7%
- Unsure - 1%



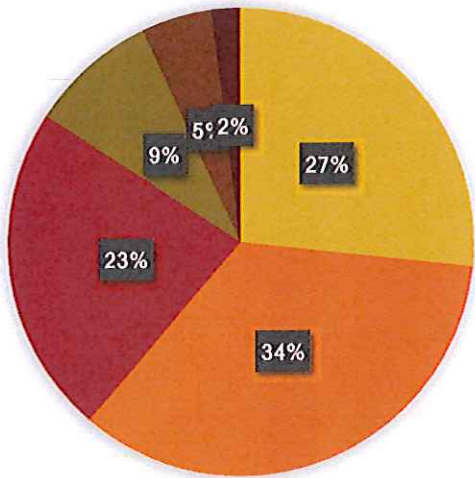
If you knew the cuts could be avoided
AND the road and sidewalk programs would
be restored, how supportive would you be of a
POINT FIVE PERCENT EARNED INCOME TAX?



- Very Supportive - 26%
- Supportive - 36%
- Neutral - 22%
- Unsupportive - 9%
- Very Unsupportive - 6%
- Unsure - 1%



If you knew the cuts could be avoided,
the road and sidewalk programs would be restored
AND the monthly trash fee would be reduced by
nearly 30 PERCENT, how supportive would you be of a
POINT FIVE PERCENT EARNED INCOME TAX?

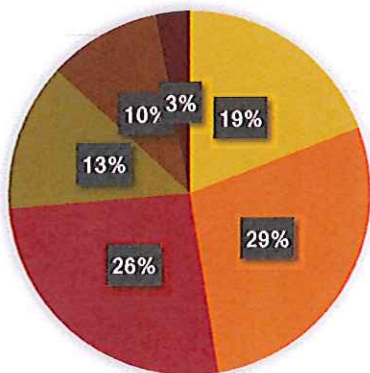


- Very Supportive - 27%
- Supportive - 34%
- Neutral - 23%
- Unsupportive - 9%
- Very Unsupportive - 5%
- Unsure - 2%



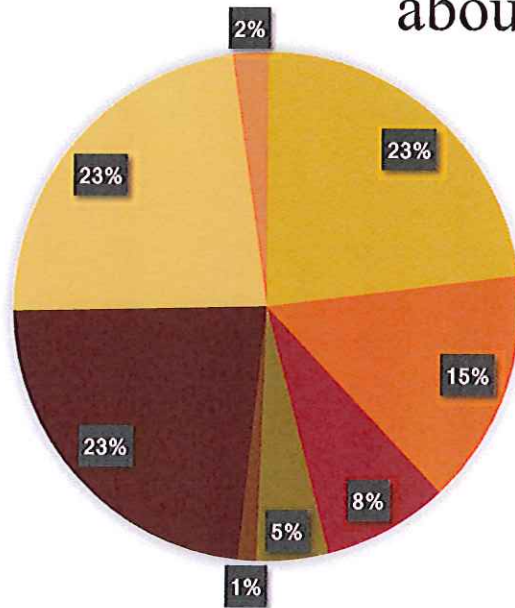
OK, I've asked you about a POINT FIVE PERCENT EARNED INCOME TAX that would maintain city services, which would cost someone EARNING \$40,000 per year \$12.66 per month. How supportive would you be of a POINT SEVEN FIVE EARNED INCOME TAX, with an increased cap of TWO POINT TWO FIVE credit, if the additional amount was used to hire THREE additional police officers to provide a higher level of police presence in our community?

Non-working seniors and wage earners paying 2.25% or more to another city would not see any increase in taxes they currently pay. Would you be?



- Very Supportive - 19%
- Supportive - 29%
- Neutral - 26%
- Unsupportive - 13%
- Very Unsupportive - 10%
- Unsure - 3%

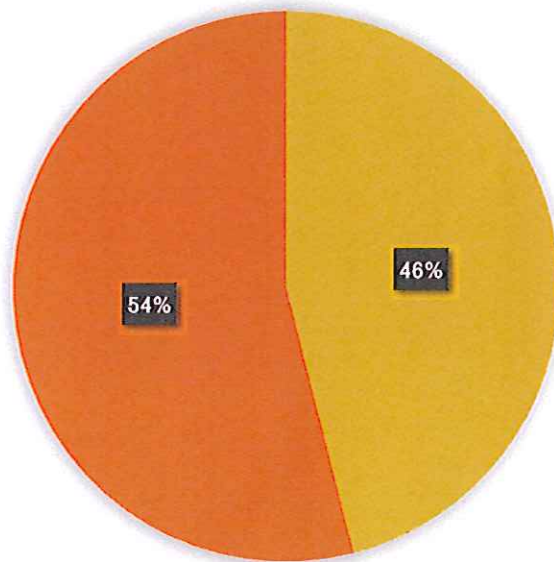
Where do you presently receive most of your information about the City of Bedford?



- Newsletter - 23%
- Website - 15%
- Facebook - 8%
- Email - 5%
- Radio - 1%
- Newspaper - 23%
- Word of Mouth - 23%
- Unsure - 2%



Caller to identify male or female.



■ Male - 46%
■ Female - 54%